

# Mohammed F. Ahmed

## CTO / CIO • Digital Transformation & Technology Strategy Leader

### Executive Summary

Visionary CTO/CIO with 24+ years of progressive leadership in enterprise technology, large-scale digital transformation, and operational excellence. Expert in steering organizations through complex growth cycles, scaling operations from 5,000 to 22,000 employees and integrating 100+ post-M&A entities. Recognized for architecting enterprise-scale technology strategies, driving sustained multi-million-dollar efficiencies, and aligning transformation with business growth objectives across industrial verticals.

- Trusted C-suite advisor with proven expertise in technology vendor lifecycle governance—from functional requirements and competitive evaluation to POC validation, RFI/RFP execution, contract negotiations, and long-term strategic support. Adept at embedding Organizational Change Management (OCM) frameworks that secure stakeholder alignment, accelerate adoption, and ensure sustainable impact.
- Extensive executive experience across global industrial sectors, delivering enterprise modernization in construction, environmental services, logistics, and sustainability. Commercialized SaaS portfolios from \$20M to \$750M, optimizing total cost of ownership (TCO) and investor ROI.
- Hands-on in orchestrating enterprise enablement: Go-To-Market, technical sales alignment, IT operations, and regulatory compliance. Broad and deep portfolio across ERP, CRM, HCM, BI/Analytics, ITSM, Security, UEM, and scalable infrastructure solutions.

### Leadership Experience

#### *Adba Labs • CEO / Digital Transformation / SaaS GTM - Lead | 2018 – Present | Toronto, Canada*

1. Led cross-functional teams in delivering enterprise-wide digital transformation for billion-dollar organizations, with an emphasis on post-acquisition technology integration, process automation (AI/ML-driven), and global IT platform harmonization.
2. Advised executive leadership on technology-first business strategies, aligning digital initiatives with organizational growth, cost optimization, and operational resilience.
3. Oversaw complex ERP, CRM, and infrastructure projects, driving standardization, scalability, and cloud adoption.
4. Architected secure, regulatory-compliant data governance frameworks and spearheaded end-to-end cybersecurity programs.
5. Championed talent development through large-scale eLearning enablement, training thousands of users across multiple geographies and languages.
6. Developed and executed tailored CRM, ERP, automation, and compliance roadmaps for digital adoption.
7. Implemented post-grant execution strategies for SaaS Developers, including training and tracking to maximize their 'Client ROI' with Partnered Professional Services.
8. Designed and led change management initiatives, including role-based training, communications, and adoption.

#### *GIP (Green Infrastructure Partners) • Digital Transformation Lead | 2023 – 2025 | Toronto, Canada*

Enterprise transformation leader driving multi-million-dollar efficiencies through operational redesign, enterprise technology adoption, and disciplined OCM. Expert in vendor lifecycle management—aligning future-state strategies with top-tier vertical solutions through requirements definition, competitive evaluation, POC validation, RFP execution, and contract negotiations to secure optimal cost, terms, and post-implementation success.

#### Key Achievements:

- Championed enterprise-wide Digital-First Strategy, aligning technology roadmaps, process automation, and OCM execution to deliver measurable business value across multiple sectors.
- Directed full vendor selection lifecycle—from functional requirements and competitive analysis to POC validation, RFI/RFP management, and contract negotiations (covering subscription, perpetual licensing, professional services, hypercare, and strategic support).
- Led large-scale OCM programs, securing executive sponsorship, aligning cross-functional stakeholders, and ensuring smooth adoption across enterprise application rollouts and new process integrations.
- Produced executive-level current-to-future state process and system analyses, identifying gaps, quantifying high-ROI opportunities, and aligning technology solutions to address critical needs.
- Successfully transitioned solutions to internal teams, establishing sustainable governance, vendor relationship frameworks, and a continuous improvement roadmap.

*GFL Environmental • Digital Transformation Lead | 2018 – 2023 | Toronto, Canada*

Orchestrated large-scale post-M&A digital transformation that scaled the organization from 5,000 to 22,000 employees. Led technology integration across all business units, standardized applications, and embedded enterprise eLearning to drive adoption. Delivered sustained profitability through technology-enabled process optimization and workforce enablement.

**Key Achievements:**

- Directed multi-year transformation roadmaps integrating technology across 100+ post-M&A entities, enabling operational efficiency, scalability, and sustained growth.
- Formulated and executed IT and cybersecurity vision, establishing secure, standardized enterprise data flows and application ecosystems.
- Launched and scaled bilingual eLearning and training platforms to onboard and upskill thousands of employees, ensuring consistent adoption of new systems and processes.
- Delivered millions in profitability through process optimization, automation, and technology-driven operational redesign.
- Secured executive and stakeholder alignment across global teams to support rapid technology adoption and cultural integration during high-growth periods.

*BlackBerry • Director, Sales Strategy, Enablement & Go-To-Market | 2015 – 2018 | Waterloo, Canada*

- Led global product strategy and unified platform integration for enterprise UEM, secure communications, and crisis management portfolios.
- Advised executive customers via Customer Advisory Boards, driving technology adoption and outcomes-based solution delivery.
- Engineered technical sales enablement and global customer engagement programs, accelerating product adoption and renewal business.

*BlackBerry • Technical Sales Enablement Manager | 2013 – 2015*

- Directed go-to-market planning, technical training, and competitive analysis for flagship enterprise software launches.
- Managed global sales training, product demos, and cross-departmental collaboration for market-winning positioning.

*BlackBerry • Principal Technical Instructor (Lead) | 2010 – 2012*

- Designed and executed global training strategy for product launches, enabling rapid scaling of technical knowledge across teams and partners.
- Drove feedback-driven product improvements and ensured organizational readiness for global rollouts.

*Earlier Roles:*

- System Administrator (BlackBerry): Delivered resilient global messaging infrastructure and managed enterprise collaboration platforms (12,000+ users).
- Technical Consultant (CTC TrainCanada): Provided advanced IT consulting to architects and admins on wireless and messaging technologies.
- Systems Administrator (AGF Management Ltd.): Orchestrated mobile enterprise deployments, disaster recovery, and policy creation.
- Wireless Data Support Specialist (Clientlogic/T-Mobile USA): SME for mobile OS, BlackBerry, Palm, and advanced wireless troubleshooting.
- Technical Support Analyst (H & H Scientific) | Technical Support Consultant (Canadian Generation Inc.) | QA Tester (Edulinx Canada Corp): Early foundational experience in IT support, database development, QA, and systems integration.

## **Technology Portfolio & Skills**

*Enterprise Solutions & Cloud Platforms:*

- ERP: Oracle JD Edwards, SAP Business Suite, Microsoft Dynamics GP, NetSuite, Trux, Tower, AMCS
- CRM: Salesforce, Microsoft CRM, NetSuite CRM, HubSpot, Zoho, and custom enterprise apps
- HCM: Workday, Docebo LMS, Flex HR, custom eLearning portals
- ECM/Collaboration: Microsoft O365, Citrix FileShare, Laserfiche, Google Apps, MS Teams
- Business Intelligence: IBM Cognos/TM1, custom data warehouses, advanced reporting solutions
- ITSM: ITIL, PMI, SLA/MSA creation and governance
- Security/Cyber Risk: Palo Alto Prisma Cloud, RSA Secure VPN, Symantec Security, Data Governance, Cybersecurity Strategy
- Unified Endpoint Management: BlackBerry UEM, BES12, Microsoft Intune, Android for Work, MDM/EMM

- Application Development: Custom SaaS, API integrations, mobile apps (iOS, Android, BlackBerry)
- Infrastructure/Operations: VMware, Windows/UNIX/Linux, Active Directory, Cisco Voicemail, Avocent KVM
- Vertical Solutions: Environmental Waste Management, Infrastructure Construction, Fleet/Vehicle Telematics

*Executive Skills & Competencies:*

- Technology Vision & Roadmapping
- Enterprise Architecture & Standardization
- Digital Transformation Leadership
- M&A Technology Integration
- Cybersecurity, Data Governance & Compliance
- Regulatory/Privacy (GDPR, PIPEDA, etc.)
- Go-To-Market & Sales Enablement
- Change Management & Talent Development
- Vendor Management & Strategic Sourcing
- Board & C-Level Advisement

**Education & Certifications**

- Telecommunication Specialist Certificate, Centennial College
- Blackberry Certified Server Administrator
- Lotus Domino Administration, Learning Tree
- Higher Diploma in Software Engineering, Aptech Computer Education
- B.Sc. Computer Science and Engineering, Osmania University

Contact for full technology portfolio and references.